

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
November 19, 2009**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Frank Stephan, Treasurer	The Clarett Group
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Greg Angelo	METRO
	Chris Bonbright	Whitley Court Partners
	Jeff Cohen	Gatehouse Capital
	Nathan Korman	NBK, LLC
	Jan Martin	AMDA
	Jim McPartlin	W Hotel
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, Inc.
	David Green	Nederlander Organization - (Ex-officio Member)
Directors Absent	Ron Radachy, V.P.	Oasis of Hollywood
	Aziz Banayan	Algert Co., Inc.
	Jose Malagon	Hollywood Media Center
	Hilary Royce	Church of Scientology International
	Tej Sundher	Hollywood Wax Museum
	Neelura Bell	CRA/LA - (Ex-officio Member)
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani Jr.	HPOA
	Katie Zandona	HPOA
Guests	Gil Smith	Ricardo Montalban Theatre

Annual Meeting

I. Call to Order

The meeting was called to order at 4:15 P.M. by Board President Chris Bonbright.

II. Election of Directors

Nathan Korman presented the slate of directors to the board:

Ron Radachy

Thaddeus Smith
Frank Stephan
Tej Sundher
John Tronson

It was moved by Nathan Korman, seconded by John Tronson and CARRIED to appoint the proposed slate of directors to the board to serve a three year term. Unanimously approved.

III. Election of Officers

Nathan Korman presented the following slate of Officers to the board:

Thaddeus Smith, President
Ron Radachy, Vice President
Frank Stephan, Treasurer
Michael Gargano, Secretary

It was moved by Nathan Korman, seconded by Jeff Cohen and CARRIED to approve the proposed slate of Directors to the Board to serve a one year term. Unanimously approved.

IV. New Business

Kerry Morrison announced to the board that prior to the meeting she had received a call from board member Don Jacinto. Jacinto regretfully informed Morrison that he would have to resign from the board due to time constraints. Morrison said the nominating committee would now be meeting to select a new board member to fill the remainder of Jacinto's term.

V. Adjournment

The meeting was adjourned by outgoing Board President Chris Bonbright at 4:22 P.M.

Monthly Business Meeting

I. Call to Order

The meeting was called to order by Board President Thaddeus Smith at 4:22 P.M.

II. Public Comment

Gil Smith reported on the status of construction for the Vine Street parking garage. Smith recently organized a meeting with representatives from the city and expressed concerns relative to some of the structure's components. Construction is expected to begin in December 2009.

III. Approval of Minutes

It was moved by Chris Bonbright, seconded by Michael Gargano and CARRIED to approve the board's minutes from their October 21, 2009 meeting. Abstention: Monica Yamada.

IV. Treasurer's Report

A. Treasurer's Report:

1. Approve Treasurer's Report from October 31, 2009: Frank Stephan reviewed the Treasurer's Report from last month. Stephan pointed out the variance in this year's

financials and explained that the excess cash flow was due in part to a significantly low rate of delinquencies this year (under 2%).

It was moved by Chris Bonbright, seconded by Greg Angelo and CARRIED to approve the Treasurer's Report from October 31, 2009. Unanimously approved.

2. Review/Approve 2010 Budget and Planning Report for Hollywood Entertainment District: Frank Stephan directed the board to a budget comparison sheet, which featured budget categories from both 2009 and 2010. Morrison informed the board that the Central Hollywood Coalition had recently voted to increase the HPOA's contract amount by \$500 a month, to help aid in some of the additional rent costs that may occur in the New Year. Morrison went through the variance report with the board and asked that the motion to approve the budget be taken during Executive Session.

V. Committee/Activity Reports

A. Streetscape Committee:

1. Ivar Parking Structure Update: Sarah MacPherson reported she had recently attended a meeting which Gil Smith, mentioned during public comment, and informed the board that the structure would be completed in approximately 18 months. Although the plans do not include a public restroom within the structure, through the help of CD-13 the developers are now proposing to place a self-cleaning unit on the Ivar side of the structure.

2. Plan Update: MacPherson distributed to the board a document she prepared which showed the expected next steps for the Community Plan and Urban Design Plan. The Urban Design Guidelines have still not been released, but are expected to be out in the coming month.

3. Report from Infrastructure Walk-Through: Recently Morrison, MacPherson, Bureau of Street Services staff and CD-13 staff conducted a walk-through of Wilcox Avenue. The purpose of the walk through was to take a pilot survey of what infrastructure elements would need to be repaired. MacPherson documented the repairs in a matrix that will be used as a template when other streets are surveyed in the future.

4. Status Report on Side and Backstreets Project, Phase III: MacPherson reported that she and Diane Scanlan had recently completed their walk-through for the project and had identified 81 potential locations where trees could be planted. MacPherson said the next steps would be to have the Urban Forestry Division and Dig Alert come out and look at the locations to see which areas are feasible for the project.

5. Hollywood Public Patio New Furniture: After five years of use, MacPherson reported that the public patio is in need of new furniture. MacPherson asked that the board consider purchasing a new set of tables and chairs to replace the old furniture for an amount not to exceed \$2,500.

It was moved by Jan Martin, seconded by Chris Bonbright and CARRIED to approve the purchase of new street furniture for the Hollywood Public Patio for an amount not to exceed \$2,500. Unanimously approved.

6. ECCA Update: MacPherson mentioned that the alley project had recently been recognized as one of the finalists for the Urban Land Institutes Los Angeles Real Creativity Award. MacPherson also reviewed with the board a matrix that described the HPOA's involvement in the ECCA Project.

B. Marketing Committee

1. Hollywood Demographic Research Project: Recently the ad-hoc steering committee held a conference call to discuss the details of the proposal from BW Research. Katie Zandona informed the board that the total costs for the study would be \$50,000, which would be split evenly between the HPOA and CHC. At last week's CHC meeting the board voted to support the study. The kickoff meeting for the study will take place on December 10, 2009 and all board members are welcome to attend.

It was moved by Chris Bonbright, seconded by Jeff Cohen and CARRIED to approve to enter into a contract with BW Research to conduct the Demographic Research Study Project for a cost not to exceed \$50,000, of which \$25,000 would be paid by the HPOA. Unanimously approved.

2. Update on Community Events: Zandona reported to the board that the City's annual Hollywood Christmas Parade will be taking place on November 29, 2009. Also taking place in 2010 will be the LA Marathon. The "Stadium to the Sea" route has been approved and includes a portion that will be run through Hollywood.

3. Places and Spaces Guide: Zandona has been working with an intern that has been hired to help gather information on the various venues in Hollywood for the guide. Zandona said she hopes to have the guide ready, and featured on the Hollywood Entertainment District website, by the beginning of next year.

4. Fringe Festival: Zandona said that the Fringe Festival will be taking place in Hollywood next year. Details for the event will be given to the board as they become available in the coming months.

C. Security Committee:

1. Food Truck Vendors: John Tronson reported that the Security Committee discussed the issue of "gourmet food trucks" that have been arriving in the Hollywood area. Due to a recent change in traffic laws, these trucks are being allowed to park in the area for an extended amount of time. The committee plans to explore whether to get involved in this issue by perhaps requesting County Health inspections or possible restrictions on their parking.

2. Tour Bus Regulation and Related Sidewalk Enforcement Issues: Due to the large increase in sidewalk traffic and the increase of tour bus businesses operating on the sidewalk the BID is working with the LAPD to try and better regulate the situation.

3. October 31, 2009 Update: Tronson informed the Board that there were no major incidents reported by LAPD for the night. LAPD was able to keep the streets open and businesses along the Boulevard were very active.

4. SEIU Letter: Morrison informed the board that she had received a second letter from the SEIU and had forwarded it to the Executive Committee for review. Morrison said that Jeff Briggs had recommended that the board continue to not respond to the letter going forward. The board agreed with Briggs' recommendation.

VI. Old Business

A. City Ethics Commission Update: BID Directors, including Morrison, had met with a few City Council members recently to discuss the issue and asked that both the BIDs and their staff be exempted from the municipal lobbying ordinance. The Council Members recommended that the BIDs also reach out to the rest of the City Council members to inform them of what was being proposed.

B. CUP Renewal Research: Morrison informed the board that the letter that had been shown to the board at their last meeting was sent to Council President Garcetti. Since that time the Council office has also met with the Chamber and their staff to discuss the issue.

VII. New Business

None

VIII. Report from Executive Director

A. Proposed Planning Retreat for HPOA Board of Directors: Morrison reported that she is in the process of securing a consultant to facilitate this year's Board retreat. Morrison also proposed having the board use their January board meeting date for the retreat which would go from roughly 8:00 A.M. to 2:30 P.M.

IX. Executive Session

The board went into Executive Session to discuss the Human Resources Budget for 2010. Morrison presented a proposal to increase the salary budget by 4.2 percent (from \$400,000 to \$417,083, which represents a division of salary burden between HED at 74% and Sunset/Vine BID at 26%). Morrison presented her recommendation to provide a ten percent market adjustment in the salary for the Communications Director position in order to reflect the job requirements and market for that position. Other increases would be applied based on merit, and it was recommended that the executive director salary continue to be frozen.

It was moved by John Tronson, seconded by Jan Martin and CARRIED to increase the human resources salary budget by 4.27 percent and the executive director position by 3 percent. Unanimously carried.

IX. Next Meeting

The next meeting was scheduled for Thursday, December 17, 2009 at 4:00 P.M. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

X. Adjournment

There being no further business the meeting was adjourned by Board President Thaddeus Smith at 6:00 P.M.